

## **FIRE PUBLIC EDUCATION OFFICER**

### **DISTINGUISHING FEATURES**

The fundamental reason the Fire Public Education Officer position exists is to develop and implement a variety of public education and volunteer programs for the Fire Department. An employee in this class manages and coordinates educational programs and safety educational events. This classification is not supervisory. Work is performed under general supervision reporting to the Fire Community Relations Manager.

### **ESSENTIAL FUNCTIONS**

Develops, coordinates and implements fire public education programs including Community Emergency Response Team (CERT), Child Safety programs, Injury Prevention, and special classes targeted to high risk groups.

Communicates with Fire Department personnel and other City employees; the general public; the community; civic organizations and business owners in order to coordinate public education programs, disseminate information, and provide assistance.

Interprets and provides explanations of department rules, City Ordinances, and Fire Codes to the public. Interfaces with the media regarding public education programs and other City safety education related issues. May serve as an information resource to the community.

Conducts research and analyzes data including recognizing fire and safety incident patterns through reviewing incident reports and statistics to provide information to the public or evaluate the effectiveness of a program.

Trains and instructs public education classes and may oversee the work of volunteers. Coordinates, evaluates, and revises curriculum when needed, may recruit and train volunteers to assist in program implementation.

Writes program content and training materials; designs, writes, and produces brochures, visual aids, and other program documents; provides instruction and training to agencies and other organizations on fire prevention techniques.

May provide support to the Fire Chief and Command staff in coordinating public meetings and special events, and implementing public information strategies to project a positive image of the Fire Department.

Performs other related duties as assigned.

### **MINIMUM QUALIFICATIONS**

**Knowledge, Skills, and Abilities****Knowledge of:**

The principles, practices, and procedures used in public education and communications. Knowledge of the general theories and complex principles and practices of public relations, public information, and basic communication techniques; fire prevention and public safety programs; instructional theory and techniques; community oriented safety; research techniques, methods, and procedures; current usage of the English language and various journalistic styles; techniques of publication preparation, and design of brochures, displays, and visual aids; and the principles, techniques, and methods used in preparing news releases and publications.

**Ability to:**

Coordinate numerous community requests daily; effectively communicate with the general public in adverse situations; give oral presentations; organize a program or major event; produce graphic designs, brochures, and other materials for training programs or public presentations; and direct and manage volunteers when required.

Understand and assimilate a wide variety of information. Draw from complex policy, technical or legal material and condense the main points into a readable form for general public distribution.

Communicate effectively both orally and in writing and to speak in front of large groups or neighborhood associations.

Listen and communicate effectively with diverse groups of people. Interact with a wide variety of individuals being mindful and respectful of the diversity of opinions that exist within a community.

Operate computerized informational databases for tracking programs and related information; keep accurate records and prepare reports.

Handle negative comments and feedback, from the public and within the Fire Department, effectively; and establish and maintain an effective working relationship with coworkers, supervisors, volunteers, staff from other departments or agencies, public officials, and the general public.

**Education & Experience**

Any combination of training, education and experience equivalent to two years experience in public affairs, public relations or a related field and a bachelors degree in journalism, communications, public relations or a related field. Considerable (3 - 5 years) experience in progressively responsible public safety or education programs, or public relations and public contact work is required. Experience and/or training in public speaking is also required. Must possess a valid Arizona Driver's License.

FLSA Status: Exempt

HR Ordinance Status: Unclassified

